

12165 - Principles of Selling & Advertising

Rationale Statement:

Principles of Selling and Advertising offer students an array of promotional activities for various products. Topics include consumer buying behavior, principles of selling, interpersonal skills, media planning, various mediums, commercial design, and developing a marketing plan including an advertising campaign and budget.

Suggested grade level: 9-12

Topics Covered:

- **Promotional Activities for Various Products**
- **Consumer Buying Behavior**
- **Principles of Selling**
- **Interpersonal Skills**
- **Media Planning**
- **Various Mediums**
- **Commercial Design**
- **Developing a Marketing Plan**
- **Advertising Campaign**
- **Advertising Budget**

Indicator #1: Research the concept of marketing research and its use with consumers in selling and advertising.

Bloom's Taxonomy Level	Standard and Examples
Applying	<p>PSA.1.1 Conduct marketing research to determine the viability of a new product or service.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Describe the need for marketing information. • Extrapolate market information to conduct a SWOT and PEST analysis. • Describe sources of secondary data. • Collect marketing information from others. • Describe the use of technology in the marketing-information management function.
Analyzing	<p>PSA.1.2 Differentiate consumer needs and wants in a product.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify major psychological influences on consumer behavior. • Explain factors the make up a target market. • Identify methods in which a market can be segmented. • List advantages and disadvantages of market segmentation.

Indicator #2: Create appropriate promotional strategies used with a product.	
Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>PSA.2.1 Explain the promotional mix, its concepts and strategies.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the role of promotion as a marketing function. • Explain the elements of the promotional mix. • Explain how a product influences the promotional mix.
Understanding	<p>PSA.2.2 Identify major sales promotion techniques.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Compare the basic differences in the major types of promotions. • Discuss the impact on consumers of the different sales promotions. • Assess the effectiveness of “point-of-purchase” based on shopping habits of consumers and needs of retailers. • Explain the use of fulfillment forms for premiums and contents. • Collect examples of each major type of promotion and present to class.
Creating	<p>PSA.2.3 Create promotional strategies appropriate for specific target markets.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Develop a sales promotion plan. • Develop an advertising plan. • Develop a public relations plan.
Applying	<p>PSA.2.4 Analyze the effectiveness of telemarketing on consumer buying.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Discuss the impact of telemarketing. • Discuss laws that may impact telemarketing companies. • Interview consumers about phone solicitations.

Indicator #3: Analyze the history and regulations of selling and advertising.

Bloom's Taxonomy Level	Standard and Examples
Evaluating	<p>PSA.3.1 Trace the history of advertising in business.</p> <p>Examples:</p> <ul style="list-style-type: none">• Compare and contrast old and new broadcast and print ads.• Evaluate the laws and regulations that have molded the advertising industry today.• Justify favorite commercials, past and present, from radio, television, and print.• View various ads and explain their appeal.
Remembering	<p>PSA.3.2 Define state and federal laws governing advertisement practices.</p> <p>Examples:</p> <ul style="list-style-type: none">• Define the Federal Trade Act, the Wheeler-Lea Act, Food, Drug, and Cosmetic Act, the Wool Labeling Act, the Truth in Menu Act, and the Truth in Advertising Act.• Explain the copywriting policy.• Categorize the federal laws governing advertising practices.

Indicator #4: Demonstrate the selling process.	
Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>PSA.4.1 Conceptualize the selling process.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the nature and scope of the selling function. • Analyze product information for use in selling. • Identify customer's buying motives for use in selling. • Facilitate customer buying decisions.
Applying	<p>PSA.4.2 Model how to present a product.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Understand how to demonstrate a product. • Understand how to recommend a specific product. • Prepare for the sales presentation.
Applying	<p>PSA.4.3 Demonstrate the selling process.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Determine customer/client needs. • Explain key factors in building a clientele. • Differentiate between consumer and organizational buying behavior. • Explain the selling process. • Describe methods to establish relationships with the client/customer.
Evaluating	<p>PSA.4.4 Evaluate customer buying signals and identify how to close a sale.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Facilitate customer buying decisions. • Demonstrate suggestive selling and follow-up. • Understand how to sell a good/service and close a sale to individuals.